

# USING "WATCH DATA" TO GROW AUDIENCE AND MAXIMIZE REVENUE

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# NEULION DIGITAL PLATFORM



**PREPARE**

**MANAGE**

**MARKET**

**MONETIZE**

**DELIVER**

**MONITOR**


**EXPERIENCE**

# NEULION “WATCH DATA”

NeuLion is constantly collecting in-depth, aggregated data from across our network of NeuLion-powered OTT services for many of the largest brands in the world across 63,000 live events in 180 countries.

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AS CONSUMERS CONNECT, TRANSACT AND STREAM OTT SERVICES, AUDIENCE DATA OR “WATCH DATA” IS CONSTANTLY COLLECTED, PROVIDING MEANINGFUL INSIGHTS INTO CONSUMER BEHAVIORS AND TRENDS RELATED TO ATTRACTING AND KEEPING OTT SUBSCRIBERS.

Subscriber Lifetime Value | Online Engagement Metrics | Programming Effectiveness | Retention Rates | Churn Management | Device Penetration | Revenue Tracking & Trending | Trial Marketing

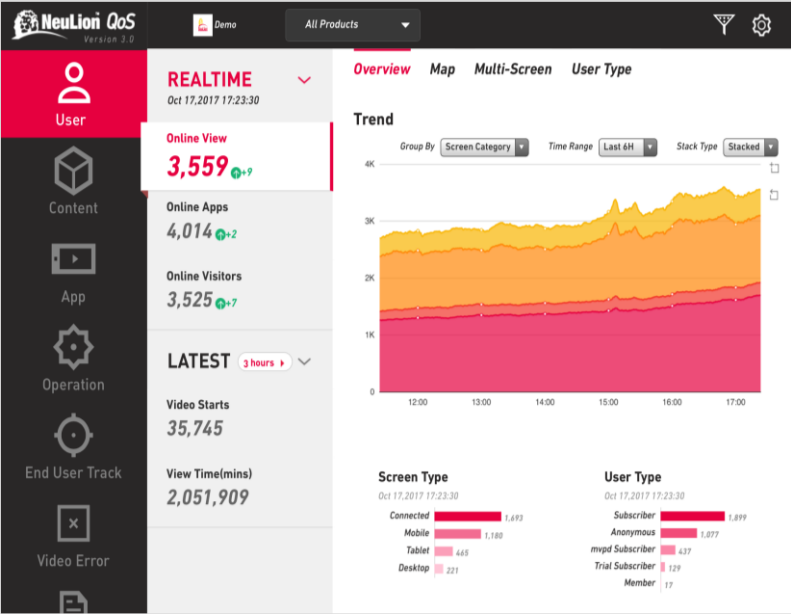
# MARKETERS VOICES ARE GROWING AND THEY HAVE QUESTIONS!

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- What are my most effective and profitable marketing channels and campaigns?
- Who are my most valuable customers?
- Who is likely to cancel and how can we keep them?
- How do I get customers from free to paid?
- How can I increase overall lifetime value of a customer?

# NEULION DATA WAREHOUSE



**NeuLion CMS**

Home | Manage Content | Manage Customer | Manage Product | Administration | Welcome, simon.james

Dashboard	Dashboard	Manage Content	Manage Sports	Manage Service
Manage Content	Manage Content	Manage programs, category and non-video contents.	Manage game schedule and other sport info.	Manage customer and subscriptions.
Manage Customer	Report	Program	Game Schedule	Customers
Manage Product	Administration	Category	League	
		Linear Channel	League Group	
		Most Popular	Team	
		Site Navigation	Sport	
		Dynamic Lead		
		Company	Security	System
		Manage company profile and tenant policy.	Manage users and ACL.	Manage metadata and system information.
		Promotions	Users	Geo Override IP



**VIEWING DATA**

e.g. time watched, location, devices used, content viewed

**USER DATA**

e.g. transactional data, purchases, registered devices, cancellations

**SUPPORT DATA**

e.g. support incidents, incident type, ticket resolution time

# NEULION ACE ANALYTICS



RAW DATA

INSIGHTS

ACTIONS

RESULTS

**WATCH DATA**  
e.g. time watched, location, devices used, content viewed

**USER DATA**  
e.g. transactional data, purchases, registered devices, cancellations

**SUPPORT DATA**  
e.g. support incidents, incident type, ticket resolution time

**NEULION ACE ANALYTICS**

Reports

Insights

KPIs

Segmentation

Lifetime Value

**MARKETING PROGRAMS**

Promotions

Packaging Changes

Communications

Recommendations

UP-SELL

INCREASE RENEWALS

INCREASE USAGE

REDUCE CHURN

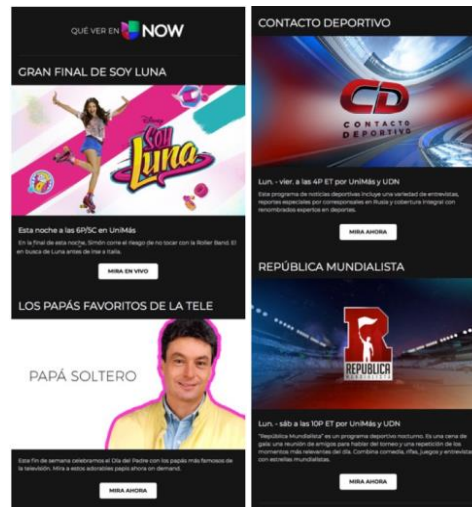
UX CHANGES

## CAMPAIGN ANALYSIS

- Do they convert?
- Cost per acquisition (CPA)
- Do they churn and burn?
- What are they watching?
- How often are they watching?
- How long are they staying for?
- What is their LTV?
- What are they watching?

## TRIAL PERFORMANCE

- Conversion rate
- Pre-churn behaviour
- Churn reason
- Viewing behaviour

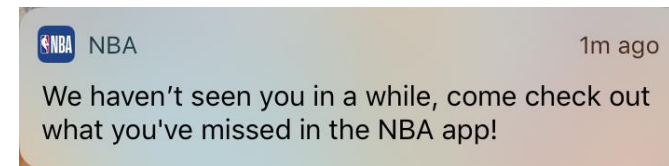


## CHURN INSIGHTS

- Number of days/weeks inactive before terminating
- Churn type (voluntary or involuntary)
- Churn reason

## DEVICES & LTV

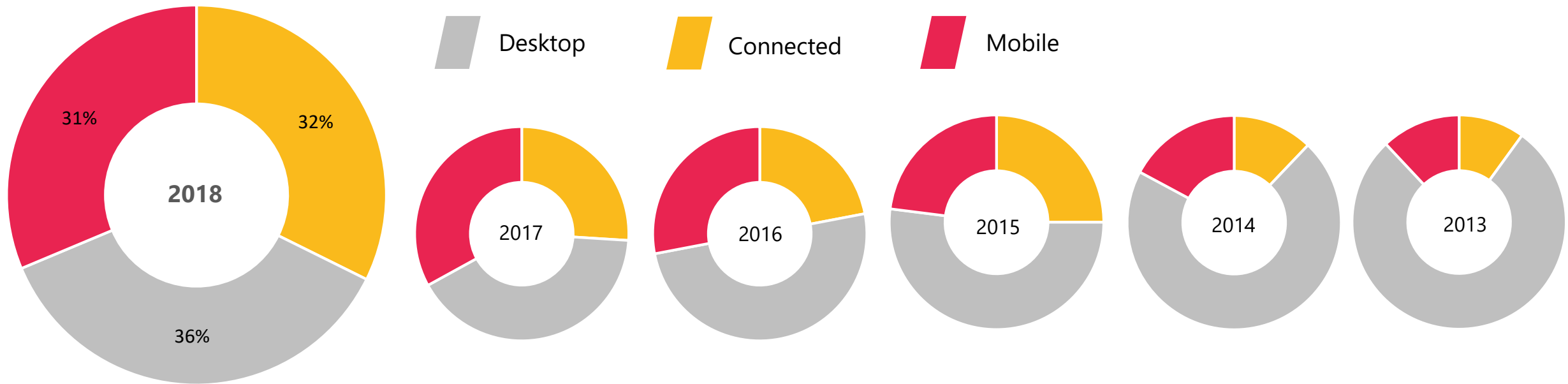
- Segmentation of most valuable users
- Devices used
- Length of viewing sessions





# DEVICE USAGE IMPACT ON HOURS OF VIDEO CONSUMED

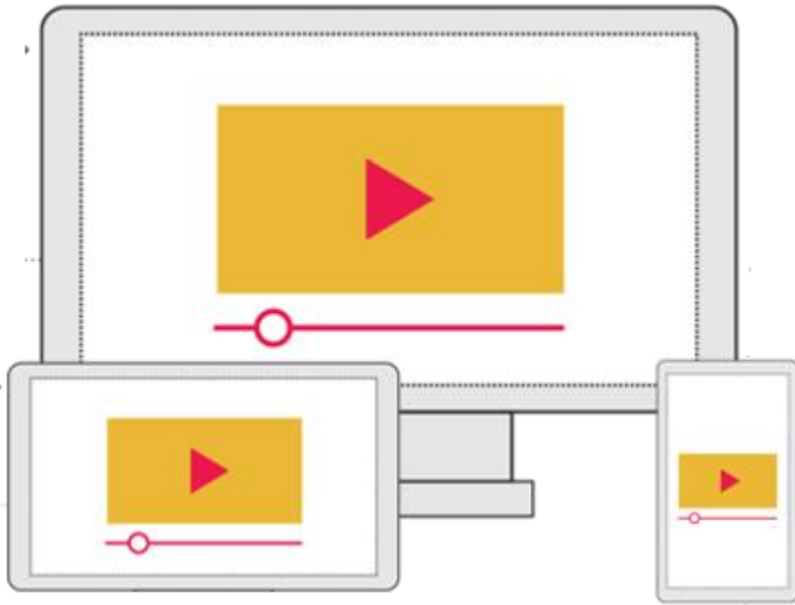
Device mix over time demonstrates that watching content is happening across a broad range of consumer devices. This mix drives lifetime value and consequent higher retention rates.



The above indicates that the combination of mobile and connected devices now makes up 63% of hours consumed across the NeuLion Network – an increase of 186% since 2013.

# DEVICE PENETRATION DRIVES INCREASED LIFE TIME VALUE

Device penetration does in fact drive higher life time value rates. OTT services that offer access across multiple devices see increased life time values, retention rates and viewing hours consumed.



Single device registration establishes base line

- **WATCHING CONTENT ON 2 DEVICES:**  
Increases lifetime value **271%**  
And retention rates **181%**
  
- **WATCHING CONTENT ON 3+ DEVICES:**  
Increases lifetime value **500%**  
And retention rates **268%**

# BENEFITS OF WATCH DATA & NEULION ACE ANALYTICS

Seamlessly allows data to be collected, synthesized and made actionable all in one place, for the sole purpose of growing your OTT business

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HIGHER  
CONVERSION  
RATES



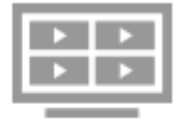
HIGHER  
PROFITS



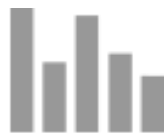
INCREASED  
LOYALTY



INCREASED  
RETENTION



BETTER USER  
EXPERIENCE



INCREASED LIFE  
TIME VALUE



FASTER PRODUCT  
DELIVERY



REDUCED  
CHURN



REDUCED  
CONFUSION

# IMAGINE WHAT WE CAN DO WITH YOUR CONTENT.

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